



ORDER

Flight Dates 10/30/12-11/06/12

Contract / Revision 315989 /

Original Date / Revision
10/25/12 10/25/12

Advertiser DSCC

Agency Great American Media

Buying Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Product

DSCC IE

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # 2236

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 403333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	80666
KPNX	20%	80666
KPPX	%	0
KSAZ	25%	100833
KTVK	20%	80666
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	25	\$51,425.00	\$60,500.00	0.00
Totals	25	\$51,425.00	\$60,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	25	\$51,425.00	\$60,500.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/30/12	11/02/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- TWTF - -	:30	4	\$750.00	FX	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	- TWTF - -	4		\$750.00		0.00					
N 2	KNXV	11/06/12	11/06/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	- T - - - -	:30	1	\$750.00	FX	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	- T - - - -	1		\$750.00		0.00					
N 3	KNXV	10/30/12	11/02/12		CM	430pm-5pm	- TWTF - -	:30	4	\$1,800.00	FX	0.00 NM	4	\$7,200.00



KNXV

Print Date: 10/30/12

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Contract / Revision **315989** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:13:00

Advertiser **DSCC**

Product **DSCC IE**

Estimate # **2236**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430pm-5pm											
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$1,800.00		0.00						
N 4	KNXV	11/05/12	11/05/12	M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$1,800.00		0.00						
N 5	KNXV	11/04/12	11/04/12	SU 4pm-430pm	CM	4pm-430pm	- - - - - S	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
				SU 4pm-430pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	1		\$750.00		0.00						
N 6	KNXV	11/04/12	11/04/12	SU 430pm-5pm	CM	430pm-5pm	- - - - - S	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
				SU 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	1		\$750.00		0.00						
N 7	KNXV	10/30/12	11/02/12	M-F 430-5am	CM	430-5am	- TWTF - -	:30	4	\$50.00	P-3	0.00	NM	4	\$200.00
				M-F 430am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$50.00		0.00						
N 8	KNXV	11/05/12	11/05/12	M-F 430-5am	CM	430-5am	M- - - - -	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
				M-F 430am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$50.00		0.00						
N 9	KNXV	10/30/12	11/02/12	M-F 10-1035pm	CM	10pm-1035pm	- TWTF - -	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	1		\$3,500.00		0.00						
N 10	KNXV	10/30/12	11/02/12	M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$3,000.00	FX	0.00	NM	4	\$12,000.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$3,000.00		0.00						
N 11	KNXV	11/05/12	11/05/12	Monday 7-9pm	CM	7pm-9pm	M- - - - -	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00
				Monday Prime 7-9pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$15,000.00		0.00						
N 12	KNXV	10/31/12	10/31/12	Wednesday Prime C	CM	9pm-10pm	- - W- - - -	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
				Wednesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - W- - - -	1		\$7,500.00		0.00						
N 13	KNXV	11/04/12	11/04/12	Sunday Prime A	CM	6pm-7pm	- - - - - S	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
				Sunday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	1		\$8,000.00		0.00						

*Tax 1 Note: Tax 0.5%.

Totals 25 \$60,500.00